12/10
Alice
Make me a copy. thx
RE
mgm

To: 1200 - New York Region (SCULLYA)
From: Dibenedetto, Charles A.
Posted: 12/8/97 8:43
Opened: 12/8/97 9:45
Subject: FWRD: RE: NY OOH Ban

Hey Mark,

During my work with, with Mark LaBrecque from Salem, he informed me of additional info on the NYC advertising ban. The information, just is not coming from Elizabeth Gallager. I have asked Mark to inform me on anything he might know. Below is some additional info.

Charlie

========== <Forwarded Letter> ==========
From: Wold, Kent L.
To: DIBENEC
Subject: RE: NY OOH Ban
Posted: 12/02/97 21:34
Priority: Normal Priority

Here is the latest: The Council Health Committee is scheduled to vote on the issue this Thursday (undoubtedly favorably). The full City Council likely will vote Dec. 17, again most likely favorably. The Mayor will sign the bill. The new law would go into effect approximately Feb. 16. Because of two, 30 day extensions, it is quite probable the outdoor advertising could exist until about April 16. (Please refer to Covington and Burling memo I sent to you yesterday.) FYI, industry lobbyists are negotiating to extend the actual outdoor enforcement provision until mid June. I will keep you posted on any new developments.

From: LaBrecque, Mark P.
To: Wold, Kent L.
Cc: Dibenedetto, Charles <DM> 1224
Subject: NY OOH Ban
Date: Tuesday, December 02, 1997 8:16AM

Kent,
Could you e-mail an update of the NY OOH ban and cc: Charlie Dibenedetto? Last time I met with you you mentioned that we were not on the city council meeting until Jan 15th. Is this still the case? Does the current ban still include retail signage in/ out front of stores?

Charlie is our DM for Manhattan. He and his sales reps are very interested in attending the upcoming meeting. His folks have been keeping retailers informed about the ban. Several retailers received phone calls saying the ban was in effect and they took our signage down. Thanks Kent!

Source: https://www.industrydocuments.ucsf.edu/docs/msyn0000